What is claimed is:

1. A method of fabricating a liquid crystal display device with liquid crystal sandwiched between a pair of transparent substrates and with a film for liquid crystal orientation formed on at least one transparent substrate adjacent to the liquid crystal, the method comprising;

a step of forming a UV-reactive film for liquid crystal orientation on at least one transparent substrate,

a step of applying first polarized UV rays to the film,

a step of rotating the substrate on a reference plane, and

a step of applying second polarized UV rays to the film.

2. A method of fabricating a liquid crystal display device with liquid crystal sandwiched between a pair of transparent substrates and with a film for liquid crystal orientation formed on at least one transparent substrate adjacent to the liquid crystal, the method comprising;

a step of forming a UV-reactive film for liquid crystal orientation on at least one transparent substrate,

a step of applying first polarized UV rays to the film on the substrate that is aligned parallel to a reference plane for controlled liquid crystal orientation,

a step of rotating, on the reference plane, the substrate having thereon the film exposed to the first polarized UV rays, in such a manner that the liquid crystal orientation having been

controlled in a predetermined direction in the first polarized UV ray exposure step may turn in a direction that differs from its predetermined direction, and

a step of applying second polarized UV rays to the film for pre-tilt angle expression.

3. The method of fabricating a liquid crystal display device as claimed in claim 1 or 2, wherein the rotation angle in the step of rotating the substrate is 90 degrees.

4. The method of fabricating a liquid crystal display device as claimed in any one of claims 1 to 3, wherein the angle of the first UV exposure falls between 50 and 90 degrees relative to the reference plane.

5. The method of fabricating a liquid crystal display device as claimed in any one of claims 1 to 4, wherein the angle of the second UV exposure falls between 50 and 80 degrees relative to the reference plane.

6. The method of fabricating a liquid crystal display device as claimed in any one of claims 1 to 5, wherein the ratio of the dose of the first UV exposure to that of the second UV exposure falls between 100/1 and 1/1.

7. The method of fabricating a liquid crystal display device as claimed in any one of claims 1 to 6, wherein the light source of the polarized UV rays is a non-electrode discharge-type UV lamp.

8. A liquid crystal display device comprising a pair of

transparent substrates being aligned via a predetermined distance therebetween with at least one of them having thereon a film for liquid crystal orientation, and a liquid crystal put in the distance between the substrates, wherein;

the film is a UV-reactive film, and is exposed to first polarized UV rays while being on the substrate aligned parallel to a reference plane, and next to second polarized UV rays after the substrate is rotated on the reference plane.

9. The liquid crystal display device as claimed in claim 8, wherein the substrate rotation angle is 90 degree.

10. The liquid crystal display device as claimed in claim 8 or 9, wherein the angle of the first UV exposure falls between 50 and 90 degrees relative to the reference plane.

11. The liquid crystal display device as claimed in any one of claims 8 to 10, wherein the angle of the second UV exposure falls between 50 and 80 degrees relative to the reference plane.

12. The liquid crystal display device as claimed in any one of claims 8 to 11, wherein the ratio of the dose of the first UV exposure to that of the second UV exposure falls between 100/1 and 1/1.

13. The liquid crystal display device as claimed in any one of claims 8 to 12, wherein the light source of the polarized UV rays is a non-electrode discharge-type UV lamp.